

1029 - PUBLIC INFORMATION SPECIALIST

NATURE OF WORK

Responsible for varied administrative duties and complex professional work in public information: media communications, community relations and organizational communications. Assists the Public Information Officer in all aspects of developing and communicating information.

ILLUSTRATIVE EXAMPLES OF ESSENTIAL DUTIES

Maintains the City's press clippings file and records electronically.
Prepares and enters payroll for department.
Maintains office's financial management system (prepares purchase orders, standing orders, checks requisition in accordance with the office's established budget).
Maintains a list of community organizations.
Enters calendar information into database.
Compiles weekly meeting notice for advertisement.
Disseminates information throughout the City to both employees and public through press releases, and other mediums.
Researches, writes and designs public information materials, such as brochures, newsletters, etc...
Assists the Public Information Officer in all aspects of developing and communicating information.
Acts as Public Information Officer in his/her absence.

KNOWLEDGE, SKILLS AND ABILITIES

Excellent written/verbal communication skills, using excellent English.
PC Proficiency (Microsoft Office - Word, Access, Outlook, PowerPoint, and Excel, Adobe PageMaker, and database entry).
Knowledge or use of general office equipment (fax machine, copiers, telephone communication equipment)
Knowledge of public information and principles and practices of public and media relations.
Ability to handle multiple projects efficiently.
Experience writing press releases, newsletters and brochures.
Knowledge of City government, organization and operations.
Ability to establish and maintain effective working relationships with other employees, City officials and the general public.
Excellent customer service and interpersonal skills.
Ability to understand and follow written and verbal instructions.

EDUCATION AND EXPERIENCE

1029 - PUBLIC INFORMATION SPECIALIST

Bachelor's Degree in Communications, Journalism, Public Relations, or related field and minimum

three years experience. Must submit writing samples.

PHYSICAL REQUIREMENTS

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of the telephone, electronic mail and personal contact. Physical capability to effectively use and operate various office related equipment, such as computer, calculator, fax machine, copier, printer, and scanner. No significant standing, walking, moving, climbing, carrying, bending, kneeling, crawling, reaching, and handling.

SUPERVISION RECEIVED

Specific assignments are received from Public Information Officer. Work is performed with some supervision, allowing some latitude for use of independent judgement in the selection of work methods and procedures. Work is reviewed for compliance with departmental objective and standards.

SUPERVISION EXERCISED

Supervision may be exercised over interns, volunteers, or subordinate clerical staff.

Dev. 7/00